

## **ABSTRACT**

Techniques are disclosed for improved handling of alternative content selection. Using these techniques, content designers specify alternative content views that are designed for use under different conditions, and a particular alternative view is programmatically selected (according to applicable conditions) when preparing content for delivery to a target. Preferably, the alternative views are provided on a component-level basis, where the selected component view or version then forms part of a larger view (such as a Web page). Optionally, more than one component may be designed to vary simultaneously. In this case, the components may vary independently of one another.